GOVERNMENT OF INDIA
RURAL DEVELOPMENT
LOK SABHA

STARRED QUESTION NO:256
ANSWERED ON:08.12.2006
RURAL MARKETS
Prasad Shri Hari Kewal;Renge Patil Shri Tukaram Ganpatrao

Will the Minister of RURAL DEVELOPMENT be pleased to state:

(a) the details of the existing arrangements for setting up rural markets;

(b) whether there is any proposal to set up rural markets for marketing of the articles of handicraft produced by the artisans of the rural sector; and

(c) if so, the details thereof?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF RURAL DEVELOPMENT(DR. RAGHUVANSH PRASAD SINGH)

(a) to (c) A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (c) OF LOK SABHA STARRED QUESTION NO.256 TO BE ANSWERED ON 8TH DECEMBER, 2006

The Ministry of Rural Development is not implementing any specific scheme for setting up rural markets. However, the Ministry has taken certain initiatives under its self-employment scheme Swaranjayanti Gramin Swarozgar Yojana (SGSY) for promotion of marketing of rural products produced by Self-Help Groups (SHGs) of rural poor. These initiatives include

(a) organisation of fairs under the brand name of `SARAS` all over the country;

(b) creating marketing infrastructure at Delhi, State Capitals and District Headquarters;

(c) special emphasis on marketing under SGSY Special Projects;

(d) Allocation of Rs. 5 lakhs annually to DRDAs for management of professional inputs related to marketing research, value addition, product diversification or any other input which facilitates marketing of the produce; and

(e) Articles of handicrafts produced by Self-Help Groups (SHGs) and artisans of the rural sector are also promoted by the Ministry.

So far 59 SARAS have been organized which have given a platform to rural poor for exhibiting and selling their products in major cities of the country. The Ministry has sanctioned 16 Special Projects under Swarnajayanti Gram Swarozgar Yojana (SGSY) for marketing of products of rural poor with a total cost of Rs.15093.205 lakhs. Out of 16 projects, 9 projects are exclusively for creation of marketing infrastructure in 8 States namely Andhra Pradesh, Goa, Gujarat, Himachal Pradesh, Madhya Pradesh, Rajasthan, Tamil Nadu and Uttaranchal with total cost of Rs.8827.86 lakhs. Other projects are for brand building for poor and linking rural poor producers with markets.